

KDL Meeting Prep
[Mtg 9/24 2-3pm]

Purpose:

1. to introduce downtown BIDs and our collective priorities
2. demonstrate the value of BIDs in general
 - which of our programs have been successful? Which have not?
3. demonstrate the value of BIDs to him specifically
 - we can be his eyes and ears downtown
 - we are the conduits to small businesses, residents
4. present the challenges due to COVID
 - what's worked? What hasn't worked?
 - What support do we need immediately?
5. illustrate how working together is a win-win – specific projects/initiatives

Outcomes:

1. CD14 walks away from meeting with an accurate understanding of what BIDs are, what we do, etc
2. Demonstrate that we are a coordinated group of organizations and the value that we add
3. establish a relationship with CD14 built on trust and accountability and shared vision
4. set expectations of our communication
 - who are our points of contact in his office for each of our various shared values?
 - How often do we have facetime with the CM?
5. Identify 2-3 shared priorities and agree to collectively work together
6. a preliminary game-plan/next-steps for achieving win-wins
7. What do you need from us?

Process:

1. one-pager: introduce BIDs, how we are formed and funded, our value (as it relates to his goals)
 - Collective budgets (funded by x property owners/businesses (Little Tokyo))
 - # businesses
 - # residents (ie. constituents)
 - Our programs (highlight sustainability, transportation, commitments to density)
2. Lessons learned from past administration? (field office vs. city hall staff, etc)
 - Suggestions for how we can work together
3. Share our priorities
 - Economic recovery out of the crisis
 - Addressing quality of life issues for downtown residents

- Small business support
 - Public space/Al Fresco
- Support for amenities for downtown
 - Transportation
 - Schools/childcare
- 4. CM's priorities – what are your wins? Short-term and long-term
- 5. Next steps:
 - who are our points of contact in his office for each of our various shared values?
 - How often do we have facetime with the CM? Monthly?
 - Date/time for next zoom call

Draft Agenda

- I. Welcome and introductions
- II. Downtown BIDs
 - Who we are
 - What we do
 - Key stats
- III. Our priorities
 - Economic recovery
 - Long-term planning
- IV. Council District 14's priorities
- V. Working together and lessons learned
- VI. Next steps

From Suzanne: This is what I'm planning on presenting on the BIDs. I will put this together in slide format so easier to digest.

Downtown Los Angeles: Downtown LA is a key economic driver for the region as the largest, densest, and most dynamic employment hub. It has also emerged as a mixed-use 24/7 urban environment. Despite being only 1% of the land area in the City of LA, Downtown represents:

- **18% of the city's jobs** with over 300,000 jobs & 15,000 business establishments
- **20% of the city's projected population growth**, with over 70,000 residents
- **Over 22 million annual visitors** and **\$6 billion in direct spending** by visitors
- **A diverse economy** – center for government jobs, a strong base of professional services and technology and a cornerstone of the region's tourism industry

Downtown Los Angeles Business Improvement Districts (BIDs):

The City of Los Angeles has 40 BIDs, located within 13 of 15 Council Districts. Since 1996, these BIDs have represented LA's most-frequented and highest-impact areas. BID work directly impacts the economy, experience, and perception of these commercial nodes and the greater city. Areas of focus include safety, maintenance, marketing, events, economic development, and placemaking.

Through annual BID assessments, the private sector invests **\$50 million annually** in LA's most valuable places. On average, Downtown BID budgets represent 3 categories:

Clean and Safe: 72% BIDs provide essential work above and beyond that of the City, representing a hyper-local investment in place. The work of a BID is hands-on, everyday place management to ensure that residents, workers, and visitors have a positive experience. Activities include:

- **Daily Maintenance:** Street cleaning before workers arrive, Removing Trash and Graffiti, Sidewalk Washdowns, Cleaning
- **Safety:** Dispatch, Guides, Contacts for Service, Outreach, Those Experiencing Homelessness

Marketing and Econ Dev: 12% BIDs lead, organize, convene, and push for positive changes and economic growth to help create vital, healthy, thriving cities for everyone — from residents to tourists to business owners. Activities include:

- **Economic Development:** Small Business Support, Contacts with Local Businesses, Research, Policy
- **Public Space Activation:** Public art, lighting, wayfinding signs, maps, landscaping, trees, banners, holiday décor, public space enhancements, streetscape, placemaking, planning
- **Marketing + Communication:** communications, social media, newsletters, providing info

Admin and Fees: 15%

MAP 1: IDA MAP



MAP 2: Overlay of Downtown BIDs to CD14